

Job Title: Product Marketing Lead	Department: Sales and Marketing
Position reports into: Chief Revenue Officer	Location: London Head Office, London Bridge) with flexible working arrangement
Length of contract: <i>permanent and full time</i>	Salary:

THE COMPANY
 Reactive Technologies (RTL) is a highly innovative energy technology solution provider with the mission to unlock the potential of the global renewable energy transition.

RTL’s GridMetrix service offers unique stability measurement services to power grid operators (transmission and distribution), to enable power grid operators more precise control of their grid, therefore operate more safely and cost-efficiently and utilise more renewable energy in the power systems to help them achieve their Net Zero targets. RTL also offers unique grid insights and forecasts to power traders through its Tradenergy service. This enables our customers to make smarter and faster trading decisions.

RTL has more than 200+ patents granted globally, with offices in the UK, Finland, US, Australia and Middle East. To date it has achieved more than 100% revenue growth YoY and its business plan will continue this level of growth based on a strong global pipeline. RTL is also backed by high profile investors including BGF, Breakthrough Energy Ventures, Eaton and Accenture.

If you are a dynamic and Strategic Marketier with a strong track record of excellence and are passionate about playing a part in the global renewable energy transition, then you could be right for our growing team of energy industry and technology experts to help our mission of delivering low carbon energy systems globally.

ROLE DESCRIPTION

We are seeking a highly motivated and experienced Product Marketing Lead to join our global team. As the Product Marketing Lead at Reactive, you will be responsible for developing and executing marketing strategies that align with our company's goals and objectives. Together, with global product management , sales leadership and other business functions, you will play a crucial role is driving the storytelling and content creation strategy for the portfolio in the energy power grids sector.

In this role you will be responsible for delivering and maintaining key documentation for the portfolio, including product messaging; value propositions; market insights; core customer references. The content represented in these documents is what you will bring to life in the content delivery process.

UNITED KINGDOM

The ideal candidate for this position has a proven track record in developing and implementing successful technical product marketing strategies within the energy power grids sector and has strong commercial connections in the industry. You should have a deep understanding of the smart grid marketing landscape, including digital marketing techniques and pricing within the market. Strong analytical, communication, and leadership skills are also essential for this role. This is a very exciting opportunity for someone with a real passion for the clean energy transition and achieving Net Zero.

RESPONSIBILITIES:

Go To Market Strategy

- Define the global marketing & communications strategy, planning and execution in close collaboration with the Sales team for our global segments to help:
 - *Deliver impactful communications to drive product differentiation, lead generation and sales in each market. These plans must be closely aligned with each global go to market strategy*
 - *Build and launch multi channel focused marketing campaigns and corresponding content.*
 - *Develop product positioning and messaging for key products and features, including product marketing fit, value proposition, target audience and competitive landscape.*
 - *Collaborate with cross-functional teams to ensure marketing strategies align with overall business objectives.*
 - *Monitor and analyze market trends, competitor activities, and customer feedback to make data-driven marketing decisions.*
 - *Measure and track marketing campaign performance and provide regular reports and analysis to key stakeholders.*
 - *Communicate the vision and value of new products to the sales team and develop sales tools that facilitate the selling process.*

Reporting

- Manage monthly reporting on OKRs and KPIs
- Responsible for setting and managing the marketing budget.
- Conduct market reviews, customer trends, and competitor analysis to help achieve targeted campaigns

Account Management

- Work with Sales and internal stakeholders to create and deliver Account Management strategies for strategic customers to strengthen key relations.
- Collaborate with sales teams to identify target accounts and create personalised campaigns.
- Drive engagement and conversion within high-potential network operators.

EXPERIENCE

- Proven effective strategic product marketing capabilities on a B2B basis in the energy sector.
- Strong understanding of distribution grids, ADMS, DERMS and SAS products

UNITED KINGDOM

Head Office: Bridge House, 4 Borough High Street, SE1 9QQ

Registered Address: 9400 Garsington Road, Oxford Business Park, Oxford, OX4 2HN.

- Proven results selling ADMS/DERMS to DNOs and launching SaaS/DaaS Services to Power Sector
- A Bachelor's degree in engineering, marketing, communications, or creative discipline.
- Excellent understanding of sales priorities and motivations, to ensure high quality support, optimal customer experiences and success.
- Exceptional writing abilities and outstanding abilities to think creatively, identify and resolve problems and have excellent attention to detail.
- Must be a data-driven marketer, comfortable reading and analysing data, using it to inform marketing plans and prioritize investments.
- Process-oriented, flexible with change, comfortable working in less-structured growth environments, offering recommendations for improvement.
- Solid understanding of digital marketing tools including (WordPress, HubSpot , Sales Force CRM, OKRS and Power BI).
- Highly performance orientated individual with high degree of self initiative, confidence and energy.
- A professional and positive attitude, even while working in a fast-paced environment.

BENEFITS

Our belief is that a well-rewarded workforce with a compelling mission will result in a more engaged and productive team. As a start-up, we are agile, have a flat structure and offer a competitive benefits package:

- Annual performance-based bonus schemes
- Share Options scheme.
- Long service holiday scheme and holiday purchase scheme (UK)
- Company pension scheme
- Private Medical and 4 x life Insurance scheme
- Regular team and company social events
- Flexible working patterns to manage work life balance.
- Professional and dynamic work environment
- Charity Days (2 per year)
- Perkbox
- Home Working allowance to support hybrid working.

We are an equal opportunity employer. We do not discriminate on the basis of race, religion, colour, national origin, sex, gender, gender expression, sexual orientation, age, marital status, veteran status, or disability status.

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